

**Subject:** RE: Update - Sunday Westchester Farmers' Market

**From:** Miki Payne <Miki@hbdrollinger.com>

**Date:** 09/16/2016 04:33 PM

**To:** Cynthia Rogers <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>, Les Watt <[les@blacktievalet.com](mailto:les@blacktievalet.com)>

**CC:** Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>

Friday is the only day I have available. 11:00 would be perfect on Friday next week – how does that work for the rest of you?

Miki Payne  
Operations Manager



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**From:** Cynthia Rogers [mailto:[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)]

**Sent:** Friday, September 16, 2016 4:14 PM

**To:** Les Watt

**Cc:** Donald Duckworth; Miki Payne

**Subject:** Re: Update - Sunday Westchester Farmers' Market

I'm available - Monday (in the afternoon), anytime Thursday or Friday...

On Fri, Sep 16, 2016 at 4:04 PM, Les Watt <[les@blacktievalet.com](mailto:les@blacktievalet.com)> wrote:

Thanks Cynthia, Do we have a day and time for a meeting next week? Thanks, Les

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**From:** Cynthia Rogers [mailto:[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)]

**Sent:** Friday, September 16, 2016 2:06 PM

**To:** Les Watt; Donald Duckworth; Miki Payne

**Subject:** Update - Sunday Westchester Farmers' Market

Hi all,

Couple updates:

- **Overall Market Performance** - if you toss our highest and lowest, our overall weekly average is at \$626 (otherwise it's \$685) - so we are just slightly above the conservative prediction of \$600 week.
- **Current Market Performance** - while we were in the solid mid 600s for the first stretch of six

weeks, the last three weeks coinciding with Labor Day weekend and the end of summer have been in the mid 500s. (snapshot with weekly averages listed below).

- **Vendor Relations** - so far so good, we lost a couple of vendors which we were able to quickly replace and between that keeping morale solid. JR Organics, our anchor farmer, however, may not work out in the longer term. I'm doing everything I can at this point to keep them (much with keeping the crew fired up between calling the head farmer and leaning on the rapport from years built ....but ....) we shall see. I'll have more on this our next team meet, it's pretty important to have key farmers like JR Organics to engender word of mouth with the core farmers' market folks - also to keep the balance with the other farmers - we may need to think of a creative idea to keep them ...I have an idea and have down for our next meet.
- **Vendor Development** - in the face of some attrition hiccups - onward! We are adding a couple food vendor over next couple of weeks, new bread vendor incoming in two weeks, HA's organic apples, stone fruit and gorgeous duck eggs ..joins us this week and between that I'm gearing us up for more additions as we roll into the new year - I know we still have the Fall but we need to gear up now to capture new farmers when things are abundant in the Spring. More on this when we get a chance to meet up :)
- **On-site activities, kid's entertainment, music** - lot of moving parts on this end but tunes are flowing and the kids are happy - full update when we catch up next.
- **Programs** - EBT - we got the device covered through a California program and the device is on its way; ordering coins and should be ready within two weeks.
- **Admin, permits, quarterly fees** - I'll update my sales spreadsheet so you all can see the tracking of vendor performance along with everything else (expense, peach coins, etc) along with this Sunday's performance - promise to have by the close of Monday; rest is solid; quarterly report goes into ag dept in two weeks but more on that later.

And that's the main updates, lots of other stuff to connect on including the expanding the exhibitors program beyond local small businesses and such along with all the other topics.

Catch you all soon on soon!

Best,  
Cynthia

<b>Week #</b>	<b>Third Quarter</b>	<b>2016</b>
1	July 17	\$1244
2	July 24	\$680
3	July 31	\$556
4	Aug 7	\$662
5	Aug 14	\$683
6	Aug 21	\$705
7	Aug 28	\$559

8	Sept 4	\$534
9	Sept 11	\$540

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